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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No.: 09/731,115 Confirmation No.: 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT AND  
MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2611  
Examiner : Not yet assigned

Commissioner for Patents  
Washington, D.C. 20231

TRANSMITTAL LETTER FOR  
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Transmitted herewith is a Supplemental Information  
Disclosure Statement in the above-identified application.

This Statement is submitted:

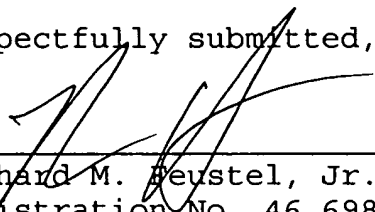
- ☐ within three months of the application filing date;  
☒ more than three months from the application  
filing date but before the mailing date of the  
first Office Action on the merits.

In accordance with 37 C.F.R. § 1.97, submission of  
this Statement requires no fee. However, if for any reason a  
fee is due, the Director is hereby authorized to charge

The information contained in this Supplemental Information Disclosure Statement was cited in the February 8, 2002 International Search Report of applicants' corresponding Patent Cooperation Treaty application PCT/US00/42587. For the Examiner's convenience, a copy of the International Search Report is attached herewith.

Consideration of the foregoing in relation to this patent application is respectfully requested.

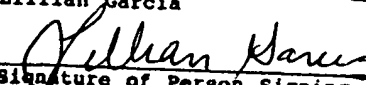
Respectfully submitted,



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March 27, 2002  
Lillian Garcia  
  
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Washington, D.C. 20231

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R §§ 1.56 and 1.97, applicants  
hereby make of record the following references in the  
above-identified application:

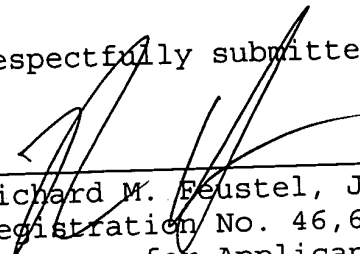
Foreign Patents

PCT	Publ. No.	WO 94/14284	06/23/1994
PCT	Publ. No.	WO 98/56173	12/10/1998
PCT	Publ. No.	WO 98/56176	12/10/1998
PCT	Publ. No.	WO 99/45700	09/10/1999
PCT	Publ. No.	WO 99/60783	11/25/1999

Copies of the aforementioned references, which are listed on  
the accompanying Form PTO-1449 (submitted in duplicate), are  
enclosed herewith.

payment of any fees required in connection with this  
Supplemental Information Disclosure Statement to Deposit  
Account No. 06-1075. A duplicate copy of this letter is  
transmitted herewith.

Respectfully submitted,

  
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March 27, 2002  
Lillian Garcia

  
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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
UV/174APPLICATION NO.  
09/731,115SUPPLEMENTAL INFORMATION DISCLOSURE  
STATEMENT BY APPLICANTSAPPLICANTS  
M. Scott Reichardt et al.FILING DATE  
December 6, 2000GROUP  
2611

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	WO 94/14284	06/23/1994	PCT ✓				
	WO 98/56173	12/10/1998	PCT ✓				
	WO 98/56176	12/10/1998	PCT ✓				
	WO 99/45700	09/10/1999	PCT ✓				
	WO 99/60783	11/25/1999	PCT ✓				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	

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EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.